

Newscast - Presentation and Planning : Burn Safety Educational Video

Sponsored by: Mass. Department of Fire Services, Mass. Association of Safety and Fire Educators (MA SAFE) and the MA Property Insurance Underwriting Association

CATEGORY	4	3	2	1
Research	Group researched the subject and integrated 3 or more "tidbits" from their research into their video.	Group researched the subject and integrated 2 "tidbits" from their research into their video.	Group researched the subject and integrated 1 "tidbit" from their research into their video.	Either no research was done or it was not clear that the group used it in the video.
Accuracy of Facts	All supportive facts are reported accurately (3 of 3).	Almost all facts are reported accurately (2 of 3).	One fact is reported accurately.	No facts are reported accurately OR no facts were reported.
Duration of presentation	The video was between 1 and 3 minutes and did not seem hurried or too slow.	The video was between 1 and 3 minutes but seemed SLIGHTLY hurried or too slow.	The video was between 1 and 3 minutes but seemed VERY hurried or too slow.	The video was too long or too short.
Point of View - Purpose	Video establishes a purpose at the beginning and maintains that focus throughout.	Video establishes a purpose at the beginning, but occasionally wanders from that focus.	The purpose is somewhat clear but many aspects of the video seem only slightly related.	It was difficult to figure out the purpose of the video.
Directions	Students followed directions and included message, facts and persuasive technique into their video	Students followed mostly all directions and included message, facts and persuasive technique into their video.	Students did not follow all directions and did not include all parts of the message, facts and persuasive technique into their video	Students did not follow directions and did not include message, facts and persuasive technique into their video
Content	Students showed understanding of the content and included factual information to educate their audience.	Students showed understanding of the content and included mostly factual information to educate their audience.	Students showed little understanding of the content and included some factual information to educate their audience.	Students showed no understanding of the content and included no factual information to educate their audience.
Creativity	Students were very creative in developing and filming their educational video.	Students were creative in developing and filming their educational video.	Students were mildly creative in developing and filming their educational video.	Students were not creative in developing and filming their educational video.

EDUCATOR'S INFORMATION: This contest addresses learning standard components 27.6 (Gr. 9-10) and 27.8 (Gr. 11-12) of the *Massachusetts English Language Arts Curriculum Framework* (June 2001), Media Strand - General Standard 27: Media Production. School districts offering communications classes, which include the design and creation of media productions are encouraged to promote this contest through an independent or group assignment as part of its curriculum delivery.